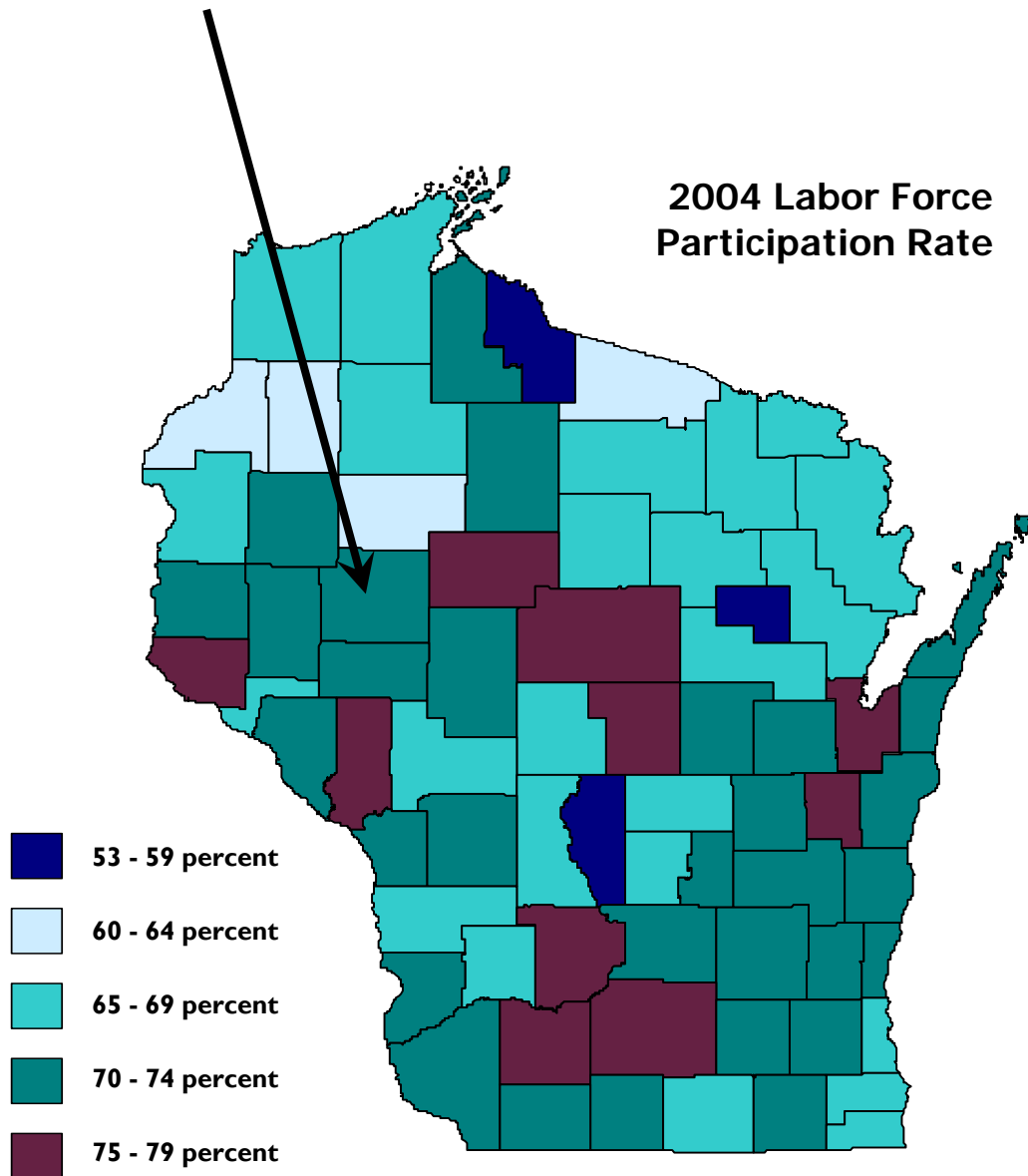


Chippewa County Workforce Profile



Source: Estimates created by DWD, OEA using data supplied by
U.S. Bureau of Labor Statistics and U.S. Bureau of Census

Regional contact:
Beverly Gehrke
Office of Economic Advisors
15618 Windrose Lane # 108
Hayward, WI 54843
715.634.5289
Beverly.Gehrke@dwd.state.wi.us



State of Wisconsin
Department of Workforce Development
Office of Economic Advisors

December 2005

OEA-10601-P

County Population and Labor Force

Since April 2000 the Chippewa County has gained 5,172 residents and the population increased 9.4 percent. It is the 4th fastest growing county among the 72 counties in Wisconsin with an estimated 60,367 residents on January 1, 2005. While the population increased in each of the last five years the largest influx of residents occurred in 2003 and coincided with the opening of the Stanley Correction Institution.

It should be no surprise, then, that the largest increase in population among the county's 31 municipalities was in the City of Stanley and that 83 percent of the increase in population in the county was a result of the net migration of 4,316 individuals of which 1,540 were residents of the correctional facility. An additional increase in population resulted from 856 more births than deaths in the county.

Barring the influx of inmates and the numeric change that occurred when the Village of Hallie incorporated, the largest influx of new residents was in the county's largest municipality, the City of Chippewa Falls.

The inmates housed in the prison are not included in the labor force population which includes civilian, non-institutional residents aged 16 years and older. The population is included in the distribution by age groups that shows in 2005 nearly 23 percent were aged 60 years or older, a segment projected to increase to 32 percent by 2020.

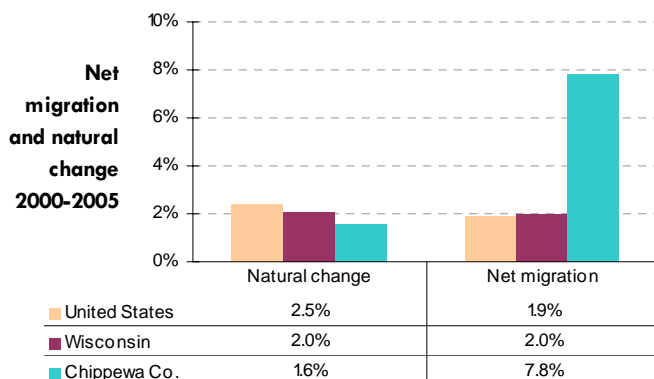
This increase in older residents will significantly impact the

Five largest municipalities in Chippewa County

	April 2000 Census	Jan. 1, 2005 estimate	Numeric change	Percent change
Chippewa County	55,195	60,367	5,172	9.4%
Chippewa Falls, City	12,925	13,493	568	4.4%
Lafayette, Town	5,199	5,722	523	10.1%
Lake Hallie, Village	0	5,668	5,668	NA
Bloomer, City	3,347	3,471	124	3.7%
Stanley, City*	1,898	3,376	1,478	77.9%

*Chippewa County portion only

Source: Wis. Dept. of Administration, Demographic Services, August 2005



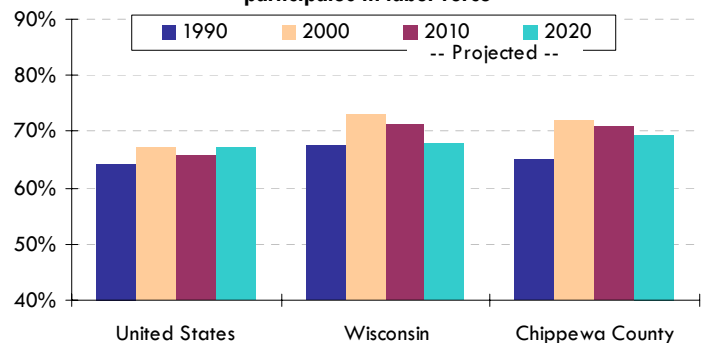
Source: WI Dept. of Admin., Demographic Services & US Census Bureau

Population and Labor Force

	United States	Wisconsin	Chippewa County
Total population in 2000	281,424,602	5,363,715	55,195
Population est. Jan. 1, 2005	295,160,302	5,580,757	60,367
Change	13,735,700	217,042	5,172
% change	4.9%	4.0%	9.4%
2005 Labor force population*	224,837,000	4,339,938	45,578
Share of total population	76.2%	78%	75.5%
Labor force	147,125,000	3,071,179	31,738
Labor force participation rate	65.4%	70.8%	69.6%
2005 Population 16 yrs. & over	228,621,674	4,417,313	48,242
16-24 yrs old	37,489,370	743,764	8,398
Share of population 16+ yrs	16.4%	16.8%	17.4%
25-59 yrs old	142,248,896	2,708,865	28,898
Share of population 16+ yrs	62.2%	61.3%	59.9%
60 yrs and older	48,883,408	964,684	10,946
Share of population 16+ yrs	21.4%	21.8%	22.7%
Projected population: 2020	335,804,546	6,110,878	64,292
Population 16 yrs. & over	264,085,104	4,869,573	51,429
16-24 yrs old	37,918,865	681,586	6,601
Share of population 16+ yrs	14.4%	14.0%	12.8%
25-59 yrs old	150,678,402	2,756,884	28,279
Share of population 16+ yrs	57.1%	56.6%	55.0%
60 yrs and older	75,487,837	1,431,103	16,549
Share of population 16+ yrs	28.6%	29.4%	32.2%

* civilian population 16 yrs. and older not in an institution

Percent of labor force age population that participates in labor force



Source: special tabulation by OEA using US Census, US Bureau of Labor Statistics, WI Dept. of Admin. estimates and projections

county labor force since older residents have lower participation rates than middle-aged residents. The current participation rate of 69.6 percent has already slipped from the rate in 2000 of 72.1 percent. Even though there is a short-term possibility that participation among older residents could increase there is a stronger probability that the labor force has already reached a high-water mark.

Revised Labor Force

In 2004 the labor force in Chippewa County declined from the all-time high of 31,817 set in 2003. The estimate in 2004 included 31,738 participants, 79 fewer than in 2003, but the number of employed increased to 29,965. The number of residents looking for work declined by 219 to 1,773 the lowest since 2001 but closer to the early 1990s. Since 1990 the number of employed in the county increased by 5,253 while the number of unemployed changed very little.

All labor force estimates published from 1990 to 2004 have been revised. The more recent years reflect trends revealed during Census 2000 while the 1990s were updated to include change from 1990 to 2000 but are still based on ratios from the 1990 census and as a result show a correction in Chippewa County from 1999 to 2000.

Beyond the break in the series the most significant increase in the county labor force occurred in 1993 with the addition of 1,136 in the number of employed residents. This corresponds with industry job growth in trade and services in the Eau Claire-Chippewa metropolitan area. The increase in jobs during the 1990s encouraged greater labor force participation and the rate increased from 64.9 percent in 1990 to 72.1 percent in 2000.

Chippewa County Civilian Labor Force Estimates

	Labor force	Employed	Unemployed	Unemployed rate
1990	26,188	24,712	1,476	5.6%
1991	26,434	24,835	1,599	6.0%
1992	26,918	25,191	1,727	6.4%
1993	27,553	25,839	1,714	6.2%
1994	28,578	26,975	1,603	5.6%
1995	29,132	27,779	1,353	4.6%
1996	29,787	28,438	1,349	4.5%
1997	30,643	29,409	1,234	4.0%
1998	30,896	29,749	1,147	3.7%
1999	31,028	29,890	1,138	3.7%
2000	30,038	28,788	1,250	4.2%
2001	30,772	29,099	1,673	5.4%
2002	31,076	29,095	1,981	6.4%
2003	31,817	29,825	1,992	6.3%
2004	31,738	29,965	1,773	5.6%

Source: DWD, Bureau of Workforce Information, Local Area Unemployment Statistics, September 2005

Education Attainment

One of the most significant changes in employment that occurred during the last two decades was the shift from goods-producing to service-providing jobs. In tandem with this shift was the increase in demand for professional and technical workers employed in the high-skill services industries and the aggregation of these jobs in larger metropolitan areas.

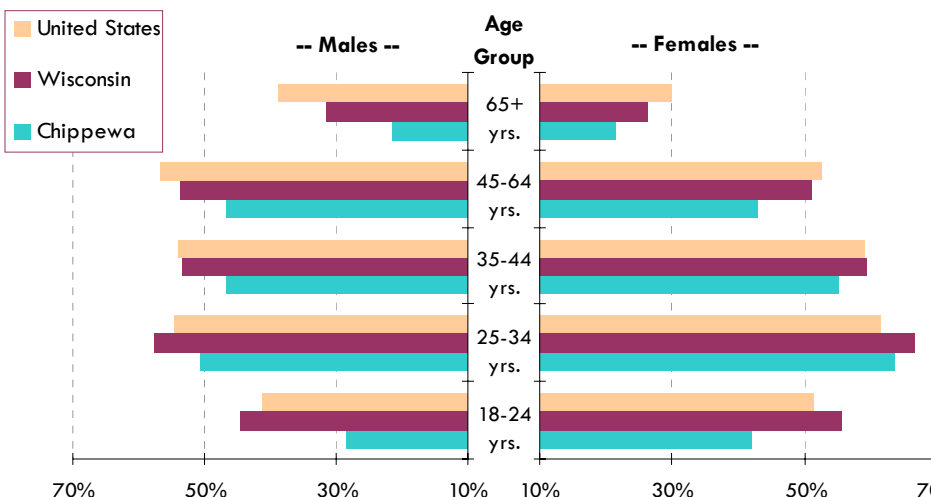
Even though Chippewa County is part of a metropolitan area

it resembles a rural area more than a metropolitan area and much of the job growth in high-skilled service jobs occurred in larger metropolitan areas while expansion in more rural economies produced lower-skilled service jobs and goods-producing jobs. The main exception in rural areas was job growth in health care and education, two industries with female-dominated professional and technical occupations. For

most counties in Wisconsin, including Chippewa County, this helps explain why there is a greater proportion of females in each age group with post-secondary education than males.

Growth of skilled professional and technical jobs in larger metropolitan areas attracted individuals from more rural areas. When students graduated from high school and left the area for post-secondary education they settled in areas with more professional and technical job opportunities. As a consequence, the share by age group of Chippewa County residents with post-secondary education is less in every category than in the United States or Wisconsin.

Residents with post-secondary education



Source: US Census 2000, Summary file 3, QT-P20

Employment and Wages

There was a net gain of 41 jobs in Chippewa County in 2004 and what appears to be significant changes in manufacturing and trade, transportation and utilities mostly reflects a change in industry classification of a single employer, Mason Companies Inc. When the company closed its production facility late in 2003 the jobs that remained in Chippewa Falls were with the mail order division of the company.

Even after the switch manufacturing employment remains the largest industry sector with 25 percent of the jobs and nearly 36 percent of the total payroll in the county. The average annual wage of \$41,930 is the highest in the county and is 95 percent of the wage earned by manufacturing workers in Wisconsin. Slightly more than half of the manufacturing jobs in the Eau Claire-Chippewa metropolitan area are in Chippewa County.

The trade, transportation and utilities super-sector, with the increase of 346 jobs in 2004, overtook the education and health services sector as the second highest generator of jobs. Employers in trade, transportation, and utilities provide 21.3 percent of the jobs in the county compared to 20.9 percent with education (both private and public) and health services employers. However, the average annual wage for education

Average Annual Wage by Industry Division in 2004

	2004	2004		
	Average Annual Wage	Average Annual Wage	Percent of	1-year
	Wisconsin	Chippewa County	Wisconsin	% change
All Industries	\$ 34,749	\$ 29,566	85.1%	2.3%
Natural resources	\$ 27,399	\$ 23,769	86.8%	2.4%
Construction	\$ 41,258	\$ 37,233	90.2%	5.5%
Manufacturing	\$ 44,145	\$ 41,930	95.0%	3.0%
Trade, Transportation, Utilities	\$ 30,088	\$ 24,816	82.5%	7.3%
Information	\$ 41,759	\$ 22,213	53.2%	-0.1%
Financial activities	\$ 45,103	\$ 26,852	59.5%	1.7%
Professional & Business Services	\$ 39,580	\$ 29,526	74.6%	7.4%
Education & Health	\$ 36,408	\$ 28,465	78.2%	1.5%
Leisure & Hospitality	\$ 12,295	\$ 8,184	66.6%	1.2%
Other services	\$ 20,207	\$ 14,257	70.6%	-8.2%
Public Administration	\$ 36,347	\$ 31,660	87.1%	3.3%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

and health services workers of \$28,465 is considerably higher than the \$24,816 in trade super-sector even though workers in the trade sector earn closer to their statewide counterparts than education and health workers. An increase in the later of 1.5 percent in 2004 lagged the increase in the state of 3.9 percent while the 7.3 percent increase in the trade sector exceeded the state increase in the sector of 4.1 percent.

Wage increases in most industry sectors lagged increases in the state, including the 2.3 percent increase for all industries that was less than the 4.0 percent in Wisconsin.

2004 employment and wage distribution by industry in Chippewa County

	Employment		Total payroll		
	Annual average	1-year change		% of Total Employment	% of Total Payroll
Natural Resources	110	-1	\$ 2,614,537		
Construction	1,134	46	\$ 42,222,359		
Manufacturing	5,276	-423	\$ 221,222,011		
Trade, Transportation, Utilities	4,488	346	\$ 111,373,932		
Information	375	13	\$ 8,329,987		
Financial Activities	488	9	\$ 13,103,894		
Professional & Business Services	633	7	\$ 18,689,984		
Education & Health	4,397	-97	\$ 125,160,254		
Leisure & Hospitality	1,814	33	\$ 14,845,225		
Other services	522	-11	\$ 7,441,945		
Public Administration	1,792	118	\$ 56,734,587		
Not assigned	0	0	\$ 0		
All Industries	21,029	41	\$ 621,738,715		

Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2005

Industry and Employers by Size

Top 10 Employers in Chippewa County

Establishment	Product or Service	Size (Dec. 2004)
Advance Circuits Inc	Bare printed circuit board mfg.	500-999 employees
Chippewa Falls Public School	Elementary & secondary schools	500-999 employees
Saint Joseph's Hospital	Gen. medical & surgical hospitals	500-999 employees
County of Chippewa	Executive & legislative offices, combined	500-999 employees
Dept Corrections - Stanley Correctional Inst	Correctional institutions	250-499 employees
Silocon Graphics Inc	Electronic computer mfg.	250-499 employees
Mason Companies Inc	Mail-order houses	250-499 employees
Lakeside Nursing & Rehab Center	Nursing care facilities	250-499 employees
Dept of Hlth & Family - N. Wisconsin Center	Residential mental retardation facilities	250-499 employees
Cray Inc	Electronic computer mfg.	250-499 employees

Source: DWD, Bureau of Workforce Information, ES-202, July 2005

Prominent industries in Chippewa County

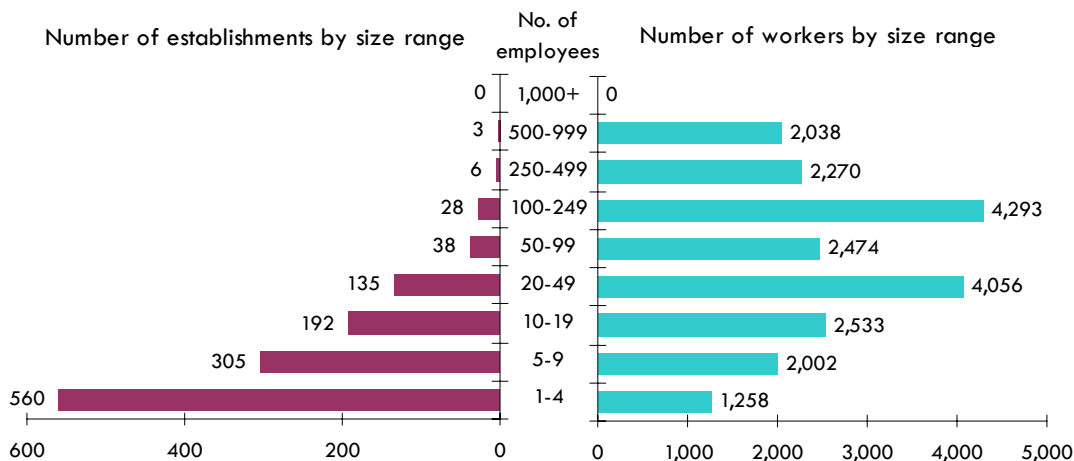
NAICS title	March 2005		Numeric change in employees	
	Establishments	Employees	2004-2005	2000-2005
Computer and electronic product mfg	13	1,796	-48	-441
Educational services	12	1,600	1	19
Food services and drinking places	103	1,289	-15	92
Nursing and residential care facilities	21	1,222	-140	-213
Executive, legislative, & gen government	32	962	-43	-17
Hospitals	*	*	not avail.	not avail.
Machinery manufacturing	17	772	23	-119
Motor vehicle and parts dealers	53	740	51	2
Specialty trade contractors	94	568	12	3
Plastics & rubber products manufacturing	12	558	-45	-1

* data suppressed to maintain employer confidentiality

Column headings revised 02/06

Source: DWD, Bureau of Workforce Information, ES-202, September 2005

Chippewa County establishments and workers by employment size range in 2004



(1) Data not available due to suppression factors

Source: DWD, Bureau of Workforce Information, Table 221, July 2005

Over half of the 5,276 manufacturing jobs in Chippewa County are with employers in the three manufacturing industry groups on the prominent industries list, including the largest industry group. The computer & electronic products group also includes three of the county's largest employers.

All of the employers on the list except Mason Companies, fall into one of the industry groups listed in the second table. The top list also includes four employers that are in the public sector but are classified here (and on the previous page) by the services they provide.

Employers in the two largest industry groups have an average of 135 workers per establishment but the third largest group includes many smaller employers who together provide nearly 1,300 jobs in the county. The average number of workers per establishment in food services and drinking places is 12.5.

Overall, the average number of workers per establishment in Chippewa County is 14.4. Employers with more than 100 workers make up only 2.5 percent of all establishments but provide over 41 percent of all jobs in the county. On the other hand, 85 percent of all establishments have fewer than 20 workers and provide 28 percent of all jobs.

Per Capita Personal Income

The per capita personal income (PCPI) in 2003 in Chippewa County of \$25,999 is low and ranked 36th highest among Wisconsin's 72 counties. PCPI increased only 1.7 percent in the last year and 12.3 percent since 1998. The percent change over last year lagged an increase in PCPI in the state of 2.5 percent as did the change since 1998 which ranked 67th in the state. Over the five-year period the Wisconsin PCPI increased 17.2 percent to the current level of \$30,685.

The per capita personal income report from the US Dept. of Commerce, Bureau of Economic Analysis, includes wages and salaries from job-holders, self-employed, proprietorships, and farmers. It also includes income from dividends, interest and rent; and income from transfer payments like social security, Medicaid, unemployment insurance, veteran's benefits, and welfare. The total of all these sources of income is divided by the total population to arrive at the per capita personal income.

Factors such as a higher share of residents without income (generally children and significantly in Chippewa County, inmates), or residents on a fixed income (generally the elderly) can lower the PCPI. Another factor that heavily influences PCPI is net earnings, which comprise 70 percent of total personal income in the state and 66 percent in Chippewa County.

In Chippewa County total personal income in 2003 of \$1,486,546,000 was up 3.3 percent from 2002 and 17.6 percent from 1998. The increase in total county income exceeded the increases in Wisconsin and the nation in both the one-year period but lagged changes over the five-

year interval. Income losses from dividends, interest, and rent were offset by gains in wages and salaries and transfer payments. In 2003 the county also experienced an increase in income from residents working outside of Chippewa County. The adjustment for residency in 2003 of \$165,219,000 is nearly 17 percent of net income from earnings.

Wisconsin Counties 2003 Per Capita Personal Income and Rank in State

Area	2003	Rank	5-yr growth	Rank	Area	2003	Rank	5-yr growth	Rank
United States	\$ 31,472		17.1%		Manitowoc	\$ 27,807	27	13.6%	59
Wisconsin	\$ 30,685		17.2%		Marathon	\$ 29,992	16	22.0%	5
Adams	\$ 22,804	59	16.1%	37	Marinette	\$ 25,448	39	21.3%	9
Ashland	\$ 23,204	55	16.6%	32	Marquette	\$ 22,590	64	26.5%	1
Barron	\$ 24,922	41	15.2%	44	Menominee	\$ 18,449	72	19.8%	16
Bayfield	\$ 22,660	62	13.4%	60	Milwaukee	\$ 31,419	7	19.5%	18
Brown	\$ 32,076	5	17.8%	25	Monroe	\$ 23,467	54	16.8%	31
Buffalo	\$ 29,083	20	17.2%	28	Oconto	\$ 24,842	42	12.3%	66
Burnett	\$ 22,796	60	17.1%	29	Oneida	\$ 28,646	22	18.7%	21
Calumet	\$ 31,880	6	21.4%	8	Outagamie	\$ 30,952	11	20.5%	14
Chippewa	\$ 25,999	36	12.3%	67	Ozaukee	\$ 47,527	1	14.7%	48
Clark	\$ 22,227	66	13.9%	55	Pepin	\$ 24,407	44	13.0%	64
Columbia	\$ 30,846	12	18.2%	24	Pierce	\$ 27,963	26	18.6%	23
Crawford	\$ 22,628	63	20.9%	13	Polk	\$ 24,201	46	13.9%	54
Dane	\$ 36,455	3	21.0%	12	Portage	\$ 27,464	30	21.1%	11
Dodge	\$ 26,048	35	13.3%	61	Price	\$ 24,361	45	12.2%	68
Door	\$ 30,657	13	15.9%	40	Racine	\$ 31,271	8	15.0%	45
Douglas	\$ 23,568	53	15.3%	43	Richland	\$ 23,829	51	21.9%	6
Dunn	\$ 22,885	58	14.9%	47	Rock	\$ 28,256	25	14.1%	50
Eau Claire	\$ 27,469	29	17.5%	27	Rusk	\$ 20,461	71	14.0%	52
Florence	\$ 24,146	47	25.3%	3	Sauk	\$ 28,780	21	19.5%	19
Fond du Lac	\$ 29,951	17	16.1%	38	Sawyer	\$ 23,921	50	22.3%	4
Forest	\$ 21,975	68	25.4%	2	Shawano	\$ 23,941	49	13.9%	56
Grant	\$ 24,116	48	15.6%	42	Sheboygan	\$ 31,251	9	19.8%	17
Green	\$ 28,542	23	14.0%	51	St. Croix	\$ 31,091	10	13.6%	57
Green Lake	\$ 26,962	32	8.1%	72	Taylor	\$ 23,020	56	16.6%	34
Iowa	\$ 27,308	31	19.2%	20	Trempealeau	\$ 25,242	40	18.7%	22
Iron	\$ 22,912	57	21.1%	10	Vernon	\$ 20,950	70	15.7%	41
Jackson	\$ 26,084	34	21.9%	7	Vilas	\$ 25,664	37	13.0%	63
Jefferson	\$ 29,330	18	16.5%	35	Walworth	\$ 27,626	28	13.6%	58
Juneau	\$ 22,382	65	12.7%	65	Washburn	\$ 22,794	61	16.0%	39
Kenosha	\$ 29,117	19	16.5%	36	Washington	\$ 35,196	4	14.9%	46
Kewaunee	\$ 25,536	38	8.8%	71	Waukesha	\$ 41,551	2	12.2%	69
La Crosse	\$ 28,284	24	16.8%	30	Waupaca	\$ 26,863	33	14.0%	53
Lafayette	\$ 21,983	67	10.1%	70	Wausara	\$ 21,762	69	13.2%	62
Langlade	\$ 23,739	52	20.4%	15	Winnebago	\$ 30,359	15	16.6%	33
Lincoln	\$ 24,725	43	14.6%	49	Wood	\$ 30,401	14	17.7%	26

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2005